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THIS LOOKS GOOD

Household-Pest Control Demonstrations Popular in South Dakota

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Ten thousand women in South Dakota learned to control household pests through demonstrations put on by extension agents and local leaders. County extension agents are receiving reports nearly every day from some of the women commending the helpful suggestions received and indicating that they have the household pests "on the run." Special attention was given to the control of ants, beetles, cockroaches, flies, mice and rats that consume food or render it unfit for use; clothes moths; disease-spreading insects; and plant lice. The demonstrations were given through the "local leader-training school" method before 644 organized home extension clubs. These schools were attended by two representatives from each home extension club, conducted in the usual manner; the demonstrations were given either by the State extension entomologist or by the county agricultural agents. The local leaders or demonstrators took turns in giving the various parts of the demonstration before their respective local clubs.

The preliminary plans and the "demonstration kit" for these meetings were developed by Mr. A. L. Ford, Extension Entomologist of the State Agricultural College. He conducted 42 training schools, 3 of which were given before district conferences of the county agricultural agents and 39 in the form of local training schools in 9 counties having district home demonstration agents but no county agricultural agents. The county agricultural agents gave demonstrations at 68 similar training schools in their counties.

Eight hundred demonstration kits each containing 10 bottles, one for each of the following household-pest control remedies,* were made up:

Black leaf 40, free nicotine, oleic acid for the control of plant lice, mealy bugs, and other pests on house plants; carbon disulphide and naphthalene for killing clothes moths and cereal insects; sodium arsenate as a repellent and bait for ants and crickets; formaldehyde and lead arsenate for making fly poison; sodium fluoride for ridding the home of cockroaches; and barium carbonate for rats and mice. Among the many other practical remedies discussed was the use of a piece of tape soaked in a strong solution of corrosive sublimate as a repellent for ants when laid across their paths.

*It is suggested that county agents or specialists undertaking demonstrations of this kind consult their own extension or experiment station entomologist.

These demonstration kits were made up in cooperation with the State school of pharmacy primarily for the convenience of demonstrators and sold to the extension agents and local clubs for the cost of material and assembling, which was 65 cents.

A copy of the brief mimeographed circular containing greatly enlarged drawings of the more common household pest was furnished to the local demonstrators and distributed at meetings. A copy was also sent to each druggist in the State in order that he might understand more fully the use of these remedies and anticipate the demand by placing enough of each chemical or insecticide in stock.

As a result of the interest shown by the hundreds of housewives who called for these remedies, Mr. Ford was asked to give this demonstration before the annual meeting of the South Dakota Retail Drug Association, which was attended by more than 300 druggists.

Each local leader was furnished with a supplementary circular or work sheet suggesting methods of procedure and such miscellaneous material as sirup, house plants, pails, towels, and tables, which had to be provided before giving the demonstrations. This work sheet suggesting each step in the demonstration for the control of each class of household insects under the headings "What to Do" and "Points to be Emphasized" was very helpful to the local demonstrators. Those attending enjoyed the occasional thrills from seeing the effectiveness of the recommended remedies in killing moths, flies, and other insects almost instantly and from feeling and seeing a string frosted from the rapid evaporation of carbon disulphide. The novelty of this demonstration and its appeal as a practical method of ridding the home of pests made it one of the most popular demonstrations during the year.

Original distribution to all extension directors, county agents and home demonstration workers, extension entomologists, and editors of agricultural colleges.